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MEMORANDUM FOR: Deputy Director (Intelligence)

SUBJECT: Propaganda Analysis Activities of the Office of Operations

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REFERENCE:

a. [REDACTED] A Report
to the Office of Operations, CIA, 1 April 1955.

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b. [REDACTED] Analysis: Report on Intelligence Functions of the Office of Operations, CIA, 15 April 1955.

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1. [REDACTED] has completed a survey of the propaganda analysis operations of this Office and their relationship to political analysis performed elsewhere in the intelligence community. The findings and recommendations of this survey, conducted by [REDACTED] a recognized authority in the field of propaganda analysis (called "communications analysis" by [REDACTED]), are set forth in references a and b, which have been provided to the DD(I) separately.

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2. Reference a distinguishes between "propaganda analysis" and "political analysis" in several ways, all of which meet with CO views and which create the framework for the recommendations of this memorandum. First, "propaganda analysis" is described as a specialized technique performed upon a well-defined circumscribed body of raw materials, as contrasted with "political analysis" which is broader in scope of problems covered, in the variety of materials used, and in the variety of analytical techniques employed. Secondly, "propaganda analysis" is not a substitute for other established intelligence techniques, but rather it is one type of evidence in the form of "unfinished" intelligence for those who integrate all available intelligence. Thirdly, the specialized, systematic examination of propaganda in the light of highly detailed knowledge about propaganda behavior, by full-time propaganda analysts does not deny to the political analyst full access to the basic raw materials.

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25X1A5a1 3. [REDACTED] principal recommendations are the following:

- a. Integration: That a single propaganda analysis operation be set up with responsibility for over-all scrutiny of all types of Communist propaganda, irrespective of source or media; and that this be accomplished by combining into a single operation the separate analysis operations currently performed in [REDACTED] and PDD.
- b. Autonomy: That the propaganda analysis operation be kept autonomous from all-source political analysis activities in order to preserve the systematic character of its methods

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and provide independent evidence on intelligence problems; that it contribute to the finished intelligence product of all-source analysis offices its inferences as to what policy calculations underlie an emergent propaganda strategy, inferences inseparable in practice from a meaningful descriptive analysis of the propaganda.

- c. Expansion: That the integrated operation increase its analytic coverage of published material not received through radio monitoring and devote greater effort to long-range intelligence problems and to "instrumental" studies which would define the patterns of propaganda behavior.
- d. Coordination: That better coordination between propaganda and political analysis be sought through briefing and liaison arrangements; by organizing joint projects; by making information available to propaganda analysts on classified U. S. actions, capabilities and intentions when these are calculated to result in propaganda action and reaction or a change in political posture.

That any survey of the problems of organization and coordination of propaganda analysis in the intelligence community be undertaken at a higher level than GS, and not by [REDACTED] 25X1A5a1

- e. Presentation: That the presentation of the results of propaganda analysis be improved by more clearly stating and documenting the evidence and reasoning used.

i. This Office is in general agreement with the recommendations and proposes to implement them as indicated.

- a. It is proposed to establish an integrated Propaganda Analysis Branch in [REDACTED] made up of the present [REDACTED] Radio Propaganda Branch and the FDD Press Propaganda Coordinator.

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DISCUSSION: [REDACTED] is preferred as locus for the activity because: the major propaganda analysis operation is well established there; an analysis operation located in [REDACTED] can make best use of [REDACTED] field stations, with their relatively inexpensive foreign national personnel, not only to get a selection and processing of broadcast material suitable for its purposes, but also in the procurement and analytic scrutiny of unbroadcast published materials (see /b/ below); a separate Propaganda Analysis Division would require duplicative administrative overhead, while an GS Staff Section of the required size would be unwieldy; rapid clear text communication with the field is available nowhere else, and is necessary for verification and checking.

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- b. It is proposed to procure selected publications at [REDACTED] field

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stations, scrutinize them, and file translated summaries, texts and collations by teletype, following the general procedures now used for broadcast material.

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DISSEMINATION: These publications would subsequently be forwarded to Washington. It is believed that substantial savings in time can be made in PDB exploitation through [redacted] field procurement. Furthermore, the publications would be available for more thorough examination in the analysis of propaganda. A prerequisite to the initiation of this procurement would be coordination with CCP and the MCID 16 Committee.

- c. It is proposed to recruit analysts with linguistic skills transfer as possible, and to offer language training opportunities to these analysts not already qualified.
- d. Within the new Propaganda Analysis Branch it is proposed to continue the former PDB study of Sino-Soviet relations and to expand the study to include all available propaganda.
- e. It is proposed to initiate instrumental and enabling studies, which CO agrees are of the greatest importance, as soon as an easing of the personnel situation will permit.
- f. In view of the vital importance and considerable success achieved in the past two years in long-range studies based on propaganda, it is proposed to give priority to the hiring of qualified people so that additional long-range studies may be effected without dislocation to current analysis projects.
- g. It is proposed that the "central scrutiny and analysis" time established include where possible the kind of inference about the "interrelationship between propaganda strategy and the underlying policy calculations" which [redacted] has developed in its past reports and have been found useful to evaluating offices.
- h. It is proposed to improve coordination with other offices doing related work, particularly within the D/D/I area by:
 - (1) Increased informal liaison.
 - (2) Seeking consumer comment and suggestions on effective presentation of the findings of propaganda analysis.
 - (3) Establishing a position in the Branch for a specialist in presentation.
 - (4) Arranging more convenient access to sensitive information for part of the Branch.
 - (5) Formulating joint research teams for suitable projects.
 - (6) Arranging for more briefings of propaganda analysts by

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- [REDACTED]
- (7) all-source and political analysis.
- (7) Regular notice to DDCI, OIR, OMB, and OIA Department of State, of projects underway in the Branch.
4. To cope with the additional activities envisioned under these paragraphs, it is proposed that the classified personnel ceiling of OO be immediately increased by 15 classified positions and by such additional field positions for foreign nationals as may prove necessary to support the operation.

DISCUSSION: Although the exact personnel requirements cannot be determined without some trial and error testing in the expanded operation, it is believed that the ultimate Propaganda Analysis Branch should consist of about [REDACTED], both professional and clerical, an increase of 26 over the present staff. In addition, the greater demands on the field may require an increase of about 6 classified positions in the foreign field and in the Departmental Editorial Branch. The foreign national employees required is estimated at ten for Russian and European satellite languages. Far Eastern language personnel requirements will be estimated at a later date.

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5. OO does not agree that a "high level" survey of organization and coordination of propaganda analysis is required. Informal coordination with the Department of State, OIR, and OIA, IRI has been effected.

6. It is recommended that you approve:

- a. The courses of action set forth under paragraph 4 of this memorandum.
- b. The preparation by OO of a project to implement the proposals in paragraph 4.

[REDACTED]
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Acting Assistant Director for Operations

cc: Deputy Director for Central Intelligence
25X1A9a [REDACTED], Office of the Director, Planning and Coordination Staff

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OO: [REDACTED] Yes (8 Aug 1955)

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